Brand Equity as a Competitive Advantage

Leveraging the K-State brand with the help of the Division of Communications and Marketing
What’s in a brand?

• An enduring platform
  – Perception, “essence”, lasting impression
  – Communications strategy
  – Positioning strategy
  – A promise
Google

Safer Internet Day: Read tips to help you stay safe and secure online
Leveraging the K-State Brand

Audit & Competitive Scan

Define Audience, Goals, Objectives

Develop Tactical Execution

Evaluation & Optimization

- Verbal
- Visual
- Virtual
- Venue
- Video

Strategic Planning
- *Research*
- Marketing Plan
- Timeline
- Benchmarking

- Verbal
- Visual
- Virtual
- Venue
- Video
Communications and Marketing

- News / Communications
- Design
- Web
- Video Production / Engineering
- Photography
- Marketing Services
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www.k-state.edu/marketing/client-managers.html
New and Communications

- News placements
- Media relations
- Social media

http://www.k-state.edu/today/submit/
Brand Standards

**Kansas State University has four primary visual marks:**

- Kansas State University Wordmark
- K-State Wordmark
- Seal
- Spirit Mark

*All are trademarks of Kansas State University.*
Brand Standards

How to treat it:

- **Do** use only approved, unaltered versions of the Kansas State University Wordmark.

- **Do** ask if you don’t have the correct file or file type. To obtain official versions of the wordmark, contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu, or Trademark Licensing, 785-532-6269, logos@k-state.edu.

- **Do** remember when scaling (enlarging or reducing) the wordmark, to always make sure that the shift key is used to maintain the original proportion of the mark.

- **Do** use the wordmark when a Kansas State University logo must appear within a list of visual marks from other entities. The wordmark provides added visual weight, allowing the university identity to more effectively cut through visual clutter.

Misuse of Identity
Brand Standards

Full unit signatures

To protect the brand of Kansas State University, a unified identity must be presented. That's why communications representing any facet of the university should use the brand consistently. The Kansas State University Wordmark is the official university logo and serves as the umbrella identity for all three campuses. When choosing how to brand communications, it is always the first choice.

To allow colleges, departments and other university units to emphasize that they are an integral part of the university, the Kansas State University Wordmark may be customized with the unit name. This mark is to be used on any and all items for an audience external to the university. For specific examples, please see the chart on page 14.

For questions about usage or to obtain a customized full unit signature, please contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu.
Brand Resources

**PowerPoint templates**

- Horizontal
- Vertical

For customized PowerPoint templates that feature unit signatures or assistance with name tags, please contact the Division of Communications and Marketing.
Brand Resources

- Creative Services
  - Template design
  - Brochure and publication design
  - Design consulting
  - Personal brand sheet
  - Classroom and lab photography
Design Examples
A professional MBA online from K-State
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Fighting at the front line.
That's the Wildcat Way.

Kansas State University has a powerful advantage in the battle against infectious diseases.

Every mission needs a leader. Stephen Higgs is director of Kansas State University's Veterinary Medical Research Institute, which is preventing new crops, animals and people from falling prey to bacterial or viral agents. As the National Institutes of Health's only lead lab in the world in Mycobacterium,Kansas, Higgs will work with states and federal agencies to ensure a smooth transition to new genome research capabilities - while leading the way to curing infectious diseases.

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Thank you!

Questions?